



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/698,997

06/28/2004

Joshua Donelson

0409.0001P

1441

7590

08/23/2006

WAYNE DONELSON  
DEANNE & WAYNE & CO.  
1923 HAMILL ROAD  
HIXSON, TN 37343

EXAMINER

DEBROW, JAMES J

ART UNIT

PAPER NUMBER

2176

DATE MAILED: 08/23/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

10/698,997

Applicant(s)

DONELSON ET AL.

Examiner

James J. Debrow

Art Unit

2176

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 28 June 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-27 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-27 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 03 November 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)             | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)    | Paper No(s)/Mail Date. _____  |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                                    |

### **DETAILED ACTION**

1. This action is responsive to communications: Application filed on 6/28/2004
2. Claims 1-27 are pending in the case. Claims 1, 10, and 19, are independent claims.

### ***Specification***

3. Applicant is reminded of the proper language and format for an abstract of the disclosure.

The abstract should be in narrative form and generally limited to a single paragraph on a separate sheet within the range of 50 to 150 words. It is important that the abstract not exceed 150 words in length since the space provided for the abstract on the computer tape used by the printer is limited. The form and legal phraseology often used in patent claims, such as "means" and "said," should be avoided. The abstract should describe the disclosure sufficiently to assist readers in deciding whether there is a need for consulting the full patent text for details.

The language should be clear and concise and should not repeat information given in the title. It should avoid using phrases which can be implied, such as, "The disclosure concerns," "The disclosure defined by this invention," "The disclosure describes," etc.

Art Unit: 2176

4. The abstract of the disclosure is objected to because it is not narrative in form and exceeds the range of 50 to 150 words. Correction is required. See MPEP § 608.01(b).

5. The specification is objected to as failing to provide proper antecedent basis for the claimed subject matter. See 37 CFR 1.75(d)(1) and MPEP § 608.01(o). Correction of the following is required:

In regards to claims 1, 10, and 19, there is no description of a “*form*” in the specification. The Examiner defines a form as an interface (*on-screen form*), which is filled in by the consumer when ordering a product from a web-based electronic store.

### ***Claim Objections***

6. **Claims 21-27** are objected to because of the following informalities: These claims and the numbering of these claims are duplicated. The Examiner believes the Applicant inadvertently added these limitations a second time. Appropriate correction is required.

7. **Claim 28** objected to because of the following informalities: This claim is a duplicate of claim 20. Appropriate correction is required.

***Claim Rejections - 35 USC § 101***

8. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

**Claims 1-27** are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

**Claims 1-9, and 11-18:**

The language of the claims raise a question as to whether the claims are directed merely to an abstract idea that would not result in a practical application producing a concrete, useful, and tangible result to form the basis of statutory subject matter under 35 U.S.C. 101.

**Independent Claim 1** recites a method for creating web pages of unique display of data retrieved from web-based databases. As currently cited, Claim 1 is directed to an abstract idea that does not produce a concrete, useful, and tangible result, in that the method merely *manipulates data*.

Stated differently, the method does nothing with the processed data that produces a concrete, useful and tangible result, such as displaying the web page.

**Dependent Claims 2-9, and 11-18** merely recite further manipulation or specification of data. Thus, none of Claims 2-9, and 11-18 produce a concrete, useful, and tangible result to form the basis of statutory subject matter under 35 U.S.C. 101.

**Claim 10:**

In summary, **Independent Claim 10** recites a “*system*” for displaying data in a website comprising databases and means for: 1) restructuring and manipulating displays of the databases; 2) forming a page address; 3) selecting the page address; and 4) updating pages of the website. The recited “*system*” is comprised solely of computer software components. Thus, the recited invention is computer software *per se*.

A computer program is merely a set of instructions capable of being executed by a computer. The computer program itself is not a statutory process in that it does not include the computer-readable medium needed to realize the functionality of the computer program. Thus, as currently recited, Claim 10 is directed to an abstract idea that does not recite statutory subject matter.

Additionally, the recited invention merely manipulates electronic data without producing a useful, concrete and tangible result. That is, the invention fails to recite a practical application of the manipulated data, such as printing or displaying the updated pages of the website.

**Claims 19-27:**

**Independent Claim 19** recites “*a program storage device readable by machine, tangibly embodying a program instructions executable by a machine to perform steps for displaying data from a database onto a page*”. As currently cited, Claim 19 is

directed to an abstract idea that does not produce a concrete, useful, and tangible result, in that the method merely *manipulates data*.

Stated differently, the method does nothing with the processed data that produces a concrete, useful and tangible result, such as displaying the web page.

**Dependent Claims 20-27** merely recite further manipulation or specification of data. Thus, none of Claims 20-77 produce a concrete, useful, and tangible result to form the basis of statutory subject matter under 35 U.S.C. 101.

#### ***Claim Rejections - 35 USC § 112***

9. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

10. **Claim 1- 27** are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

**Independent claims 1, 10 and 19** use the term "*form*". Applicant fail to disclose a description of this term within the specification. It is not clear to the Examiner as to the meaning of this "*form*" in this context. Clarification is requested.

**Dependent claims 2-9, 11-18, and 20-27** are rejected based on their dependency of their respective independent claim.

11. **Claim 1** recites the limitation "*providing in each said database a configuration document describing the characteristics of said page when displayed*". There no mention of a "*page*" prior to being mentioned in this limitation. There is insufficient antecedent basis for this limitation in the claim.



***Claim Rejections - 35 USC § 102***

12. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

13. **Claims 1-3, 10-12, and 19-21 are rejected under 35 U.S.C. 102(e) as being anticipated by Jammes et al. (Patent No. US 7,076,453 B2; Filed Jun. 4, 2002) (hereinafter 'Jammes').**

**In regards to independent claim 1, Jammes discloses *a method of creating web pages of unique displays of data retrieved from web-based databases, comprising the steps of:***

*providing through a hidden administrative function a view of multiple databases from which distinct elements can be accessed for display or disabled from display (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane, which is capable of viewing multiple databases.).*

*providing in each said database a configuration document describing the characteristics of said page when displayed (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane,*

Art Unit: 2176

which is capable of viewing multiple databases. Jammes further disclose expand icons, typically represented by a plus sign located inside of a small square box, when selected permits a user to examine subordinate elements.).

*providing a configuration document for the addition and deletion of distinct elements within certain databases* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; Jammes discloses the user can design and modify the organization and inventory of the store by selecting a representative icon of the element within the database.).

*providing a document for reconfiguration of distinct elements within certain databases* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 4, lines 17-23; Jammes discloses the user can design and modify the organization and inventory of the store by selecting a representative icon of the element within the database. Jammes further disclose data records of product information can be created and updated in response to user manipulation of the graphical user interface.).

*providing within each of the multiple databases a view of the distinct elements which comprise that database* (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane, which is capable of viewing multiple databases. Jammes further disclose expand icons, typically represented by a plus sign located inside of a small square box, when selected permits a user to examine subordinate elements.).

*providing in said database a form for reading said configuration or reconfiguration document, for retrieving selected data from said view, and placing said*

*data on said page as described by the document (col. 7, lines 40-42; col. 51, lines 37-59; Jammes discloses a on-screen form which specifies a database query. To order from the Web-based electronic store, a consumer enters purchase information into an order form Web page.).*

*forming a page address from the names of said database and said form (col. 12, lines 15-24; col. 18, lines 35-45; Jammes disclose a store/database designer uses an enhanced Web browser to access a Web server hosting an electronic store by transmitting, in part, a URL (Uniform Resource Locator) value to the Internet which identifies the Web server hosting the electronic store design application.).*

*selecting said page address to display said data on said page (col. 18, lines 47-67; Jammes disclose when the user clicks on the name of one of the electronic stores, the Web browser send a request to the Web server for the store management HTML page for that particular store.).*

**In regards to dependent claim 2,** Jammes disclose *a method according to claim 1, of providing both icons and words representing each of the configuration documents and an icon/words representing the URL address on the internet which displays the configured pages, and wherein the selection of an icon accesses the appropriate configuration document or the URL address. (In remaining text, icon=icons and words.)* (col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4; Fig. 21;

Art Unit: 2176

Jammes disclose the use of icons and hyperlinks which are used for navigation to specific databases or web pages. Both techniques are well known in the art.).

**In regards to dependent claim 3,** Jammes disclose *a method according to claim 2, of further comprising the step of accessing the configuration document or the URL address, and wherein the step of providing the icons/words includes the step of providing all the icons/words when the page is accessed* (col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes disclose the use of icons and hyperlinks which are used for navigation to specific databases or web pages. Both techniques are well known in the art).

**In regard to independent claim 10,** Jammes discloses *a system for displaying data on an active URL website in various page configurations which are served on demand at a speed commiserate to the ISP connection speed, comprising* (col. 3, lines 9-16; Jammes discloses a designing an electronic store wherein a collection of template web pages is integrated with a product information database such that information is extracted *on-demand* from the database, merged with the Web page templates, and present the Web page to consumer.):

*a multitude of databases including a view having data therein* (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane, which is capable of viewing multiple databases.).

*a configuration or reconfiguration document describes the characteristics of the page determined by the database (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane, which is capable of viewing multiple databases. Jammes further disclose expand icons, typically represented by a plus sign located inside of a small square box, when selected permits a user to examine subordinate elements.).*

*a form for reading said configuration or reconfiguration document, for retrieving data from said view and arranging said data on said page as described by the configuration or reconfiguration document (col. 7, lines 40-42; col. 51, lines 37-59; Jammes discloses a on-screen form which specifies a database query. To order from the Web-based electronic store, a consumer enters purchase information into an order form Web page.).*

*means for restructuring and manipulating the hierarchy of the database displays;*

*means for forming a page address from the names of said database and said form (col. 12, lines 15-24; col. 18, lines 35-45; Jammes disclose a store/database designer uses an enhanced Web browser to access a Web server hosting an electronic store by transmitting, in part, a URL (Uniform Resource Locator) value to the Internet which identifies the Web server hosting the electronic store design application.).*

*means for selecting the said page address to display data on said page (col. 18, lines 47-67; Jammes disclose when the user clicks on the name of one of the*

Art Unit: 2176

electronic stores, the Web browser send a request to the Web server for the store management HTML page for that particular store.).

*means for updating pages and displays to the associated URL website* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 4, lines 17-23; col. 18, lines 47-67; Jammes discloses the user can design and modify the organization and inventory of the store by selecting a representative icon of the element within the database. Jammes further disclose data records of product information can be created and updated in response to user manipulation of the graphical user interface. Jammes disclose when the user clicks on the name of one of the electronic stores, the Web browser send a request to the Web server for the store management HTML page for that particular store.).

**In regards to dependent claim 11,** Jammes discloses a *system according to claim 2, further comprising means for providing both icons and words for locating configuration documents* (col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes disclose the use of icons and hyperlinks which are used for navigation to specific databases or web pages. Both techniques are well known in the art.).

**In regards to dependent claim 12,** Jammes discloses a *system according to claim 3, of further comprising the step of accessing the configuration document or the URL address, and wherein the step of providing the icons/words includes the step of providing all the icons/words when the page is accessed* (col. 26, lines 14-28; col. 55,

line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes disclose the use of icons and hyperlinks which are used for navigation to specific databases or web pages. Both techniques are well known in the art).

**In regards to dependent claim 19**, Jammes discloses *a program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for displaying data from a database onto a page, said method steps comprising* (col. 6, lines 56-62; Jammes discloses a web browser may be implemented as a collection of instructions stored on a computer storage media, the instructions executed by a computer as an application program.):

*providing through a hidden administrative function a view of multiple databases from which distinct elements can be accessed for display or disabled from display* (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane, which is capable of viewing multiple databases.).

*providing in each said database a configuration document describing the characteristics of said page when displayed* (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane, which is capable of viewing multiple databases. Jammes further disclose expand icons, typically represented by a plus sign located inside of a small square box, when selected permits a user to examine subordinate elements.).

*providing a configuration document for the addition and deletion of distinct elements within certain databases* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; Jammes discloses the user can design and modify the organization and

Art Unit: 2176

inventory of the store by selecting a representative icon of the element within the database.).

*providing a document for reconfiguration of distinct elements within certain databases* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 4, lines 17-23; Jammes discloses the user can design and modify the organization and inventory of the store by selecting a representative icon of the element within the database. Jammes further disclose data records of product information can be created and updated in response to user manipulation of the graphical user interface.).

*providing within each of the multiple databases a view of the distinct elements which comprise that database* (col. 15, lines 30-67; Fig. 4; Jammes discloses a store (database) design interface, including a left pane and right pane, which is capable of viewing multiple databases. Jammes further disclose expand icons, typically represented by a plus sign located inside of a small square box, when selected permits a user to examine subordinate elements.).

*providing in said database a form for reading said configuration or reconfiguration document, for retrieving selected data from said view, and placing said data on said page as described by the document* (col. 7, lines 40-42; col. 51, lines 37-59; Jammes discloses a on-screen *form* which specifies a database query. To order from the Web-based electronic store, a consumer enters purchase information into an order *form* Web page.).

*forming a page address from the names of said database and said*



Art Unit: 2176

*form* (col. 12, lines 15-24; col. 18, lines 35-45; Jammes disclose a store/database designer uses an enhanced Web browser to access a Web server hosting an electronic store by transmitting, in part, a URL (Uniform Resource Locator) value to the Internet which identifies the Web server hosting the electronic store design application.).

*selecting said page address to display said data on said page* (col. 18, lines 47-67; Jammes disclose when the user clicks on the name of one of the electronic stores, the Web browser send a request to the Web server for the store management HTML page for that particular store.).

**In regards to dependent claim 20**, Jammes discloses *a program storage device according to claim 19, of providing both icons and words representing each of the configuration documents and an icon/words representing the URL address on the internet which displays the configured pages, and wherein the selection of an icon accesses the appropriate configuration document or the URL address* (col. 6, lines 56-62; col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes discloses a web browser may be implemented as a collection of instructions stored on a computer storage media, the instructions executed by a computer as an application program. Jammes also disclose the use of icons and hyperlinks which are used for navigation to specific databases or web pages. Both techniques are well known in the art.).

**In regards to dependent claim 21,** Jammes discloses *a program storage device according to claim 20, of further comprising the step of accessing the configuration document or the URL address, and wherein the step of providing the icons/words includes the step of providing all the icons/words when the page is accessed* (col. 6, lines 56-62; Jammes discloses a web browser may be implemented as a collection of instructions stored on a computer storage media, the instructions executed by a computer as an application program. (col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes disclose the use of icons and hyperlinks which are used for navigation to specific databases or web pages. Both techniques are well known in the art).

***Claim Rejections - 35 USC § 103***

14. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

15. **Claims 4-9, 13-18, and 22-27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jammes et al. (Patent No. US 7,076,453 B2; Filed Jun. 4, 2002) (hereinafter 'Jammes') in view of Tuchler et al. (Pub. No.: US 2004/0099730 A1; Filed: Nov. 27, 2002) (hereinafter 'Tuchler').**

**In regards to dependent claim 4, Jammes does not expressly disclose a method according to claim 1, wherein the view for a particular icon may include one or several data sets and the configuration document includes several instruction sets for the displaying of data on the page, and further including the steps of selecting one of the data sets and one of the instruction sets, and displaying the selected data set on said page in accordance with the selected instruction set.**

However, Tuchler teaches a method according to claim 1, wherein the view for a particular icon may include one or several data sets and the configuration document includes several instruction sets for the displaying of data on the page, and further including the steps of selecting one of the data sets and one of the instruction sets, and displaying the selected data set on said page in accordance with the selected instruction set (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point

Art Unit: 2176

and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets for *the displaying of data on the page*.).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 5**, Jammes discloses *a method according to claim 4, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon, and further, making addition or subtraction of new items accessible from traditional desktop platforms* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 14, line 41- col. 15, line 34; Jammes discloses the user can design and modify (*addition and deletion*) the organization and inventory of the store by selecting a representative icon of the element within the database. Jammes further disclose the drag-and-drop operations on icons, which has been established and is well known in the art, and can be performed from *traditional desktop platforms*.).

Jammes does not expressly disclose *a method according to claim 4, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon*.

However, Tuchler teaches *a method according to claim 4, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets for *the addition and deletion of distinct elements within data sets accessed by the icon*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 6,** Jammes does not expressly disclose *a method according to claim 4, of providing instruction sets for the reconfiguration of data sets accessed by the icon*.

However, Tuchler teaches *a method according to claim 4, of providing instruction sets for the reconfiguration of data sets accessed by the icon* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a

Art Unit: 2176

person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets *for the reconfiguration of data sets accessed by the icon.*)

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 7**, Jammes does not expressly disclose a *method according to claim 4, of providing instruction sets for the manipulation of the hierarchy of the database displays.*

However, Tuchler teaches a *method according to claim 4, of providing instruction sets for the manipulation of the hierarchy of the database displays* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets *for the manipulation of the hierarchy of the database displays.*)

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 8,** Jammes discloses *a method according to claim 4, of providing means for creating, replacing or updating pages and displays to the associated URL website on demand* (col. 3, lines 9-16; Jammes discloses a designing an electronic store wherein a collection of template web pages is integrated with a product information database such that information is extracted *on-demand* from the database, merged with the Web page templates, and present the Web page to consumer.).

**In regards to dependent claim 9,** Jammes does not expressly disclose *a method according to claim 2, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function.*

However, Tuchler teaches *a method according to claim 2, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function* (0049; Fig. 7B; Tuchler teaches a design web page displays a login page, which includes links to a help page and instructions for creating a personalized account. It has been established and is well known in the art that when icons/hyperlinks are selected/clicked they typically access/display the web page associated with the URL address assigned to the particular icon.

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 13**, Jammes does not expressly disclose a system according to claim 4, wherein the view for a particular icon may include one or several data sets and the configuration document includes several instruction sets for the displaying of data on the page, and further including the steps of selecting one of the data sets and one of the instruction sets, and displaying the selected data set on said page in accordance with the selected instruction set.

However, Tuchler teaches a system according to claim 4, wherein the view for a particular icon may include one or several data sets and the configuration document includes several instruction sets for the displaying of data on the page, and further including the steps of selecting one of the data sets and one of the instruction sets, and displaying the selected data set on said page in accordance with the selected instruction set (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets for *the displaying of data on the page*.).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a



personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 14**, Jammes discloses a *method according to claim 5, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon, and further, making addition or subtraction of new items accessible from traditional desktop platforms* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 14, line 41- col. 15, line 34; Jammes discloses the user can design and modify (*addition and deletion*) the organization and inventory of the store by selecting a representative icon of the element within the database. Jammes further disclose the drag-and-drop operations on icons, which has been established and is well known in the art and can be performed from *traditional desktop platforms*).

Jammes does not expressly disclose a *method according to claim 5, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon*.

However, Tuchler teaches a *method according to claim 5, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a person of ordinary skill in the art to use Tuchler's teaching of

providing instruction sets for *the addition and deletion of distinct elements within data sets accessed by the icon.*)

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 15**, Jammes does not expressly disclose a *method according to claim 5, of providing instruction sets for the reconfiguration of data sets accessed by the icon.*

However, Tuchler teaches *a method according to claim 5, of providing instruction sets for the reconfiguration of data sets accessed by the icon* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets *for the reconfiguration of data sets accessed by the icon.*)

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 16**, Jammes does not expressly disclose a *system according to claim 5, of providing instruction sets for the manipulation of the hierarchy of the database displays.*

However, Tuchler teaches a *method according to claim 5, of providing instruction sets for the manipulation of the hierarchy of the database displays* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets *for the manipulation of the hierarchy of the database displays.*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 17**, Jammes discloses a *system according to claim 5, of providing means for creating, replacing or updating pages and displays to the associated URL website* (col. 3, lines 9-16; Jammes discloses a designing an electronic store wherein a collection of template web pages is integrated with a product information database such that information is extracted *on-demand* from the database, merged with the Web page templates, and present the Web page to consumer.).

**In regards to dependent claim 18**, Jammes does not expressly disclose a *system according to claim 9, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function.*

However, Tuchler teaches a system according to claim 9, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function (0049; Fig. 7B; Tuchler teaches a design web page displays a login page, which includes links to a help page and instructions for creating a personalized account. It has been established and is well known in the art that when icons/hyperlinks are selected/clicked they typically access/display the web page associated with the URL address assigned to the particular icon.

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 22**, Jammes does not expressly disclose a *program storage device according to claim 19, wherein the view for a particular icon may include one or several data sets and the configuration document includes several instruction sets for the displaying of data on the page, and further including the steps of*

*selecting one of the data sets and one of the instruction sets, and displaying the selected data set on said page in accordance with the selected instruction set.*

However, Tuchler teaches a *program storage device according to claim 19, wherein the view for a particular icon may include one or several data sets and the configuration document includes several instruction sets for the displaying of data on the page, and further including the steps of selecting one of the data sets and one of the instruction sets, and displaying the selected data set on said page in accordance with the selected instruction set* (0009; 0047; 0052; 0054-56; 7A-7L; Tuchler teaches a software program stored on computer readable medium for generating a virtual site. It would have been obvious to a person of ordinary skill in the art to use Tuchler teaching to provide software program stored on computer readable medium (*program storage device*), which when executed on a computer *provides instruction sets for the displaying of data on the page*. Tuchler also teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets for *the displaying of data on the page*.).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 23**, Jammes does not expressly disclose a *program storage device according to claim 20, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon, and further, making addition or subtraction of new items accessible from traditional desktop platforms* (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 14, line 41- col. 15, line 34; Jammes discloses the user can design and modify (*addition and deletion*) the organization and inventory of the store by selecting a representative icon of the element within the database. Jammes further disclose the drag-and-drop operations on icons, which has been established and is well known in the art and can be performed from *traditional desktop platforms*.).

Jammes does not expressly disclose a *program storage device according to claim 20, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon*.

However, Tuchler teaches a *program storage device according to claim 20, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon* (0009; 0047; 0052; 0054-56; 7A-7L; Tuchler teaches a software program stored on computer readable medium for generating a virtual site. It would have been obvious to a person of ordinary skill in the art to use Tuchler teaching to provide software program stored on computer readable medium (*program storage device*), which when executed on a computer *provides instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon*. Tuchler also teaches once the customer point and click on an icon within the card design web page,

Art Unit: 2176

the page displays an information menu, which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets for *the addition and deletion of distinct elements within data sets accessed by the icon.*)

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 24**, Jammes does not expressly disclose a *program storage device according to claim 20, of providing instruction sets for the reconfiguration of data sets accessed by the icon.*

However, Tuchler teaches a *program storage device according to claim 20, of providing instruction sets for the reconfiguration of data sets accessed by the icon* (0009; 0047; 0052; 0054-56; 7A-7L; Tuchler teaches a software program stored on computer readable medium for generating a virtual site. It would have been obvious to a person of ordinary skill in the art to use Tuchler teaching to provide software program stored on computer readable medium (*program storage device*), which when executed on a computer *provides instruction sets for the reconfiguration of data sets accessed by the icon.* Tuchler further teaches once the customer point and click on an icon within the card design web page, the page displays an information menu, which includes instructions for personalizing a gift card. At the time of the invention it would be

obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets *for the reconfiguration of data sets accessed by the icon.*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 25**, Jammes does not expressly disclose a *program storage device according to claim 20, of providing instruction sets for the manipulation of the hierarchy of the database displays.*

However, Tuchler teaches *program storage device according to claim 20, of providing instruction sets for the manipulation of the hierarchy of the database displays* (0009; 0047; 0052; 0054-56; 7A-7L; Tuchler also teaches a software program stored on computer readable medium for generating a virtual site. It would have been obvious to a person of ordinary skill in the art to use Tuchler teaching to provide software program stored on computer readable medium (*program storage device*), which when executed on a computer *provides instruction sets for the manipulation of the hierarchy of the database displays*. Tuchler further teaches once the customer point and click on an icon within the card design web page, the page displays an information menu, which includes instructions for personalizing a gift card. At the time of the invention it would be obvious to a person of ordinary skill in the art to use Tuchler's teaching of



providing instruction sets *for the manipulation of the hierarchy of the database displays.*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**In regards to dependent claim 26**, Jammes discloses a *program storage device according to claim 20, of providing means for creating, replacing or updating pages and displays to the associated URL website* (col. 3, lines 9-16; col. 6, lines 56-62; Jammes discloses a web browser may be implemented as a collection of instructions stored on a computer storage media, the instructions executed by a computer as an application program. Jammes also disclose a designing an electronic store wherein a collection of template web pages is integrated with a product information database such that information is extracted *on-demand* from the database, merged with the Web page templates, and present the Web page to consumer.).

**In regards to dependent claim 27**, Jammes does not expressly disclose a *program storage device according to claim 20, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function.*

However, Tuchler teaches a *program storage device according to claim 20, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function* (0009; 0049; Fig. 7B; Tuchler teaches a software program stored on computer readable medium for generating a virtual site. It would have been obvious to a person of ordinary skill in the art to use Tuchler teaching to provide software program stored on computer readable medium (*program storage device*), which when executed on a computer *provides an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function*. Tuchler teaches a design web page displays a login page, which includes links to a help page and instructions for creating a personalized account. It has been established and is well known in the art that when icons/hyperlinks are selected/clicked they typically access/display the web page associated with the URL address assigned to the particular icon.

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

**Conclusion**

16. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James J. Debrow whose telephone number is 571-272-5768. The examiner can normally be reached on 8:00-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Heather Herndon can be reached on 571-272-4136. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

JAMES DEBROW  
EXAMINER  
ART UNIT 2176

  
Heather R. Herndon  
Supervisory Patent Examiner  
Technology Center 2100

DOUG HUTTON  
PRIMARY EXAMINER  
TECH CENTER 2100